

PROFILING ITEM SELLERS TO INFORM ITEM PURCHASING DECISIONS AND
BUILD TRUST IN A MULTIPLE-SELLER MARKETPLACE

ABSTRACT OF THE DISCLOSURE

A facility for responding to a request for information about an item is described. The facility receives a request for information about the item. Among a plurality of sellers, the facility identifies those sellers (1) that are offering the item for sale, (2) whose availability level for the selected item exceeds a predetermined availability threshold, and (3) that have a seller score relating to a number of different items offered for sale by the seller that exceeds a predetermined score threshold. The facility uses the identified sellers and the price of the item to select the featured seller of the item. The facility replies to the request for information with a web page containing both information describing the item and a control that can be activated to order the item from the featured seller.